

Research on Design Strategy of Handmade Paper Products under the Concept of Cultural Consumption

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Abstract. Handmade paper products are the carrier of disseminating folk culture. This article puts the design of handmade paper products under the context of cultural consumption concept, integrates modern design ideas, deeply analyzes market demand, and explores new ideas of product design. In the trend of cultural consumption, designers must dig deeply into the artistic characteristics of handmade paper, so that their products can be recognized by the society, establish cultural brands and integrate into the cultural life of the public. The design of handmade paper products needs emotional experience to get people's cultural resonance, and needs to guide people to better understand the cultural spirit behind handmade paper, so as to better inherit and develop traditional culture.

1. Introduction

Traditional Chinese Arts and Crafts has a long history, among which the folk papermaking occupies an important historical position. The appearance of handmade paper can be traced back to the Western Han Dynasty. Later, after the improvement of Cai Lun of the Eastern Han Dynasty, a relatively stable papermaking method was formed. With the development of the times, the emergence of mechanization has changed the production mode of paper. Handmade paper is faced with problems of continuous increase of labor costs and no inheritance of traditional technology. At the same time, most handmade paper products are low-margin products and lack of development and innovation. It's difficult for hand-made paper industry to move forward, therefore, it is necessary to bring new opportunities for the design of handmade paper products through cultural consumption.

2. The relationship between cultural consumption and the design of handmade paper products

2.1 The trend of cultural consumption in China

As a kind of mass lifestyle, cultural consumption is becoming an indispensable part of social life. Cultural consumption can also be understood as a new consumer tool. In George Ritzer's view, the new consumption tool is designed to make the public more easily to consume, and more eager to consume ^[1]. With the development of China's economy and the increase of residents' income, consumption upgrading is inevitable. With the development of the cultural industry, cultural consumption is an important manifestation of higher level of consumer behavior. The data shows that, in 2018, the per capita consumption expenditure of Chinese residents on culture was 827 yuan, an increase of 43.4% over 2013. In the changing modern society, cultural consumption is endowed with more connotations and involves more fields. It has become a tool and means of cultural consumption, showing the characteristics of mainstreaming, popularization, globalization and high technology ^[2].

2.2 The upgrading of handmade paper product design and cultural consumption

The handmade paper products, are not only an object, but also a tool for cultural communication, allowing consumers to feel the cultural charm of handmade paper in the process of consumption, and realize the unity of tangible objects and intangible spirit. The biggest feature of handmade paper

products is that they are traditional handicrafts carrying the spirit of artisans and cultural connotations. High-quality handmade paper products can influence the public's cultural consumption behavior, cultivate the public's aesthetic taste and understanding of traditional culture, and improve the social influence of handmade paper. Designers make use of the characteristics of handmade paper, select suitable carriers, and create products by combining handmade paper and modern elements in an innovative way, so as to improve the public's understanding of handmade paper culture, making traditional culture to be more charming and colorful in the development of the times.

3. The status of design and consumption of handmade paper products

3.1 The status of design and consumption of Chinese handmade paper

There are still many places in China that preserve the folk handmade papermaking with its unique characteristics, such as Xuan Paper in Jingxian, Anhui Province, bamboo paper in Jiajiang, Sichuan Province, local handmade paper in Sihui, Guangdong Province, and the Paper of Dongba in Lijiang, Yunnan Province^[3]. The Xuan Paper of Jingxian, Anhui Province and the bamboo paper of Jiajiang, Sichuan Province are mainly used for painting, writing, and documents-restoring of museum, because of their advantages of whiteness, softness, infiltration and ink retention, fine fiber, and smoothness. Sihui local paper is used for worshipping because it's rough and flammable. The Paper of Dongba is the product of the Naxi civilization in Yunnan Province^[4]. Under the development of tourism in Lijiang, Yunnan Province, the Paper of Dongba has found a path of traditional revival.

The Paper of Dongba in Lijiang improve the production method of traditional handmade paper actively. It not only retains the texture of handmade paper, but also adds creative design in the paper-making process to create flowers paper with natural beauty. These flowers paper are combined with lamps and lanterns to become a tourist souvenir, it shows in Figure 1. If the traditional culture is the core of handmade paper products, modern design is more like a packaging method, the essence of traditional handmade paper can be presented to consumers in modern technology, so that it can not only reflect traditional culture, but also conforms to modern design concepts.



Fig. 1. Lamps and lanterns made of Dongba flower paper in Lijiang.

3.2 The status of design and consumption of Japanese handmade paper

The traditional handmade paper in Japan is called "Washi", which is made from materials such as Mulberry, three branches and the Gampi tree. Compared with the traditional handmade paper in China, it has the characteristics of long fiber, high cellulose content and high strength^[5]. Japan attaches great importance to the inheritance of Washi. Since 1950, it has established a variety of Washi museums, various thematic exhibitions are regularly held for the public to visit and learn. Among many Japanese Washi museums, the Ozuwashi Museum in Tokyo has become a national treasure of the Japan Paper Museum because of its unique heritage. The museum not only has a refined and paper-based product sales area, but also preserves a large number of ancient documents on Japanese Washi production, and also offers trail classes to make Washi, attracting lots of tourists in Japanese to visit.

In addition, the "SIWA" brand created by Naoto Fukasawa is also a series of daily necessities designed with Japanese hand-shoji paper as raw materials, such as handbags, wallets and hats, It

shows in Figure 2. This kind of handmade paper products not only have practical functions, but also meet people's pursuit of aesthetics and culture, realizing the core value of cultural consumption.



Fig. 2. Creative products from "SIWA" brand

We should learn experience from Japanese Ozuwashi Museum and hand-made paper design of Naoto Fukasawa, not only to design high-quality handmade paper products, but also to strengthen the atmosphere of handmade paper products display and sales, so that people can easily understand the story behind traditional handmade paper when they buy handmade paper products, and enjoy the knowledge improvement and sentiment cultivation brought by cultural consumption.

4. The design strategy of handmade paper products under the concept of cultural consumption

Under the prevailing concept of cultural consumption, in order to realize cultural value, hand-made paper products must be innovatively designed to integrate traditional handmade paper with modern culture in a more subtle way, giving them more cultural value-added and creative additions, so that traditional crafts can be better transformed into cultural products ^[6]. Under the wave of cultural consumption, in order to find a way to develop, traditional handmade paper must be combined with modern design concepts to achieve cultural value.

4.1 Stick to the essential characteristics and explore cultural connotations

How to make the handmade paper products maintain their unique cultural atmosphere while being integrated into the public life is a difficult problem in the design of handmade paper products under the concept of cultural consumption. On the one hand, handmade paper products are designed to retain their essential characteristics, such as texture, and are designed with modern technology combined with product form. For example, the "Jingren's Paperlogue" in Beijing, has promoted the furniture made of handmade paper. The furniture has the unique texture of handmade paper. The experience also allows traditional handmade paper to find new uses. On the other hand, in the design of handmade paper products, attention should be paid to the excavation and inheritance of the cultural connotation of this art, the production process should be redisplayed by means of design, and the modern cultural atmosphere should be added, so that people can contact the traditional handmade paper from a unique cultural perspective, giving a better effect to its cultural heritage.

4.2 Establish cultural brands and enrich product categories

Brand is the comprehensive cognition of consumers on products. It is not only the real feeling of consumers when they use products, but also the perceptual psychological identity of consumers to the enterprises through the culture, concept and service of products. At present, there are still relatively few well-known brands of handmade paper products on the market. Only by establishing a strong brand image of handmade paper and enriching its product categories can it have a larger market. From the cultural and creative products of the Imperial Palace to the cross-border projects of Tmall, more and more Chinese brands are using the iterative extension of products to keep up with the times and attract young people. Handmade paper products design can use brand strategy to enrich its product range, allowing consumers to have more contact and experience channels, and to obtain better economic benefits, so that they have better resources and strength for development.

4.3 Close to the needs of the public and achieve social value

The purpose of designing products is to meet people's needs and give people a better life. Practicality is the fundamental point of designing products^[7]. Among the consumption values put forward by Gu Wenjun, the practical consumption values are the most influential factor of consumers' decision-making. Therefore, it is a very effective means to improve the practical value of traditional handmade paper and achieve its cultural value in a way that is close to the needs of the public. Handmade paper products are the carrier of communication culture. In order to achieve the purpose of communication, when developing and designing handmade paper products, we should understand the needs of the public and closely integrate with the people's lives in line with the principle of people-oriented.

In the design of handmade paper products, the needs of the public should be fully considered, and the crowded occasions should also be selected for display, so that the products can be in close contact with the public. For example, Hi Department Store in Grandview Plaza sells cultural and creative products with artistic flavor in crowded shops. It also holds various works exhibitions, exchange parties and other activities while carrying out commercial activities, so that consumers can accept the influence of culture and realize the social value of cultural consumption inadvertently.

5. Summary

From the perspective of cultural consumption, this article has carried on many aspects of the design of handmade paper products, and put forward the ideas and strategies that should be followed in the design of handmade paper products under the concept of cultural consumption. The development and design of handmade paper products should promote innovation, focus on the public, find cooperation, and achieve the purpose and value of cultural consumption. When handmade paper products truly enter into people's lives through design, their traditional culture can be spread, and their products have value and meaning. Design thinking under the concept of cultural consumption is an effective development method for handmade paper products. The design of handmade paper products with life as the starting point can improve the public's taste and quality of life, and enable traditional culture to better more comprehensively integrate into modern life.

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